

280

Lady

Ashley Dawson



Hometown: Murfreesboro, Tennessee

Occupation: Owner of Paper Dolls, wife, mom
(not necessarily in that order)

Hobbies: Momming, wifing, exercising

Favorite Movie: Grease

Your Hero: My Dad

What are you most thankful for? Being blessed with such a loving family.

What do you want to be when you grow up? Relaxed

What or who do you give credit to your success?

The support and encouragement of my family, my fabulous employees, my loyal customers, and God's grace!

Why did you choose to start your business? I felt there was a need for fun stationery and gifts out the 280 area. I was so tired of driving 20 -30 minutes for just a quick gift or birthday invitations for one of my girls. My sister had had a home-based business in Tennessee and I had helped some with over the years which gave me the tools and connections I needed to open my own shop in Birmingham.

Do you have a mission statement for your life or business? If you always give it your best, you should have no regrets.

What is your best quality? (or talent) I genuinely care about the people around me.

Is there anything else you would like others to know about yourself? I am committed to the fact that providing customer service is every bit as important as the selection of merchandise you offer.